**Sent:** Thursday, January 06, 2011 9:27 PM  
**To:** Karen Cowden  
**Subject:** [SPAM] Putting a Price on Professors - WSJ.com

[http://online.wsj.com/article/SB10001424052748703735804575536322093520994.html](https://webmail.valenciacc.edu/owa/redir.aspx?C=dea10673bd4d4488884df65683cde3c8&URL=http%3a%2f%2fonline.wsj.com%2farticle%2fSB10001424052748703735804575536322093520994.html)

Response:

Ah, the joyous predicament comes to a head yet again of how professors really succeed at their careers and change history on limited budgets, lack of sleep and support while companies that have fountains of funds fail to make profits.  It is the age-old question of whether our country will get their heads out of the sand and realize that business plans do not work as educational plans.  One relies on numbers and the other relies on heart.  It would be wonderful to think that one and the other can marry together but then that would negate the lovely mystery and synergy that must occur to create the magic of molding a mind.  Education is a creating an "unpack gable" as a product that produces far past it's purpose for the user and gains value with each passing year unlike the proverbial "widget" that a company creates and then loses its luster in less than 90 days.  Being a Professor is similar to being a parent as it is swept up with love, sweat, tears, timing, relationships, caring, a bit of parenting (albeit not in the time-out sort of style), laughing, correcting, and sharing of knowledge.  The temptation to believe that a scientific/profit-based mind can grasp the passion that it takes to become a professor is laughable.  This would be similar to stating that a schedule of a toddler's daily events planned early in the week will actually go as planned on the day and hour that was timed in a planner's mind.  One quickly learns that the toddler is in charge of the situation and the parent must learn this totally different way of thinking, living, and behaving which is still one of the classic reasons that so few last long in the field and so many want to study the science of such a profession wishing only that they had the courage and capability to be these amazing people.  Our parents knew better why can't these bean counters?

Karen Cowden, Professor of Reading

Valencia Community College - West Campus

Communications Department

Office:  Building 5, Room 143

Office Phone:  407-582-1960

Visit me on my website!  [http://frontdoor.valenciacc.edu/faculty.cfm?uid=kcowden](https://webmail.valenciacc.edu/owa/redir.aspx?C=dea10673bd4d4488884df65683cde3c8&URL=http%3a%2f%2ffrontdoor.valenciacc.edu%2ffaculty.cfm%3fuid%3dkcowden)